

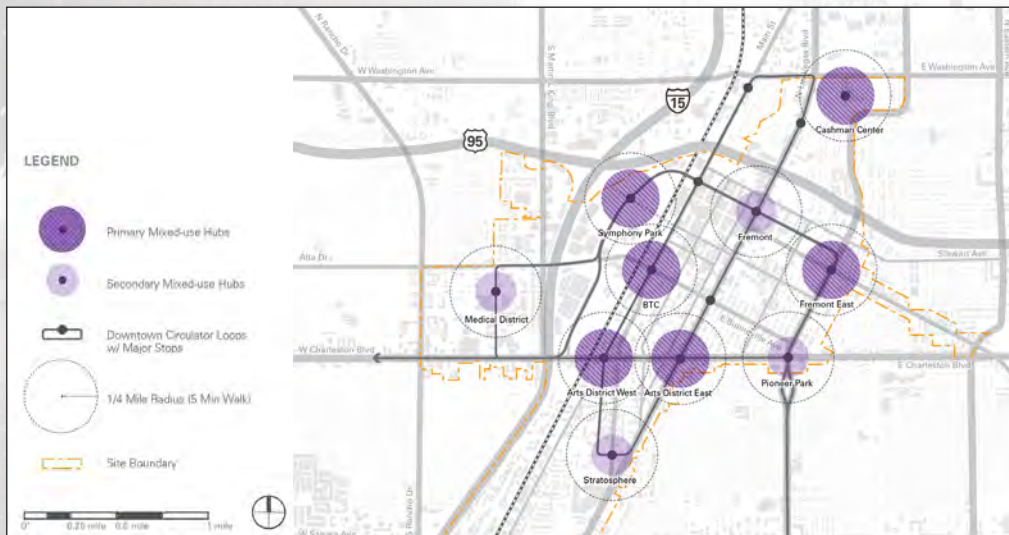


CITY OF LAS VEGAS DEPARTMENT OF PLANNING

ANNUAL REPORT

FY 2014-2015

Downtown Las Vegas Master Plan



*Big Ideas diagram
illustrating designated
areas in the downtown
Las Vegas area*

The city of Las Vegas has launched an effort to prepare a Downtown Master Plan that will guide development for the next 20 years. This endeavor will reconsider and update the current *Downtown Centennial Plan* (DCP), initially adopted in July 2000 in anticipation of the city's centennial in the spring of 2005.

The catalyst for this work can be identified as a nascent, yet promising downtown recovery. Recently, the area has benefited from substantial private investment, public infrastructure improvements, and a number of public-private partnerships. The Smith Center for the Performing Arts and DISCOVERY Children's Museum, the Mob Museum, a new City Hall complex, and renovation of the old City Hall building as the corporate headquarters for on-line retailer Zappos are among that year's additions to the downtown.

More recent renovations of several downtown hotels and businesses have built on this success, most notably the makeover of the historic El Cortez Hotel & Casino.

These and other efforts – the Downtown Project, the burgeoning Arts District, Fremont Street East revitalization – spearheaded by the proactive involvement of the business community and concerned citizens, are leading the way to new possibilities. In terms of land use and community development, challenges include identification of development opportunities and catalytic projects, and the determination of appropriate density and built form for the community. Maximizing recent and proposed transportation improvements, expanding mobility options, and enhancing linkages to

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Downtown Alley Design Guidebook



Example of an Activated Alley in Seattle, WA.

To create more usable, viable and livable space within the city, The Department of Planning has been working with the Departments of Public Works, Operations and Maintenance, Economic and Urban Development and Cultural Affairs along with various other supporting city departments to develop guidelines for improving and activating the city's alleyways.

The guidelines have been established in the *Downtown Alley Design Guidebook: Components for a Successful Environment*. Active alleyways create secondary pedestrian access routes, offer additional areas for outside dining, create art installation opportunities and allow for secondary entrances into adjoining businesses. The improvements and activations highlighted within the guidelines can range from a simple repaving to adding additional lighting for safety on a small-scaled project, while full alley activation may include additional amenities such as artwork, special pavement, landscape, seating and shade.

The Department of Planning began the process by studying the iconic activated alleyways across the country and globe to determine what factors made them successful. There are hundreds of alley activation projects across the globe, but only a handful are noted for their iconic, sustainable and successful nature. These are key attributes which align with the strategic anchors identified by the Office of the City Manager. Once alleyways in Seattle, Boston, Pasadena, Portugal and Australia were examined for their common successes,

the department developed a matrix to isolate certain elements of success, and determined how they could be applied in the city's alleyways.

Teaming up with the Department of Public Works, the Department of Planning began work on the *Downtown Alley Design Guidebook* which details the components for a successful environment. The guidebook facilitates the goal of creating public/private partnerships to transform urban alleyways into iconic, active, clean, functional and safe network of spaces for alternative modes of travel.

The guidebook also examines the benefits of activated alleyways, discusses the design components for successful alley activations, identifies possible partner contributions, provides a process matrix as well as the required agreements, and identifying suggested locations for alley activations.

Based off the recent success of a temporary alleyway activation installation held at the beginning of May 2015 near Fremont and Fourth Streets, standards for temporary or "pop up" alleyways were also developed. The pop up alley allows a business to temporarily use the alleyway, usually for a specified period of time on specified days.

Alleys selected for improvements will have a unique set of circumstances influencing specific design components. The *Downtown Alley Design Guidebook* works to capture more usable space in the urban environment, maximizing flexibility for businesses and property owners.



Conceptual alley activation design (rendering courtesy Palo Alto, CA)



Code Enforcement Joins the Planning Department

The city Code Enforcement Division transitioned into the Planning Department in January 2015. The purpose of the Code Enforcement Division is to promote, develop and support safe, healthy neighborhoods through partnerships, education and compliance. The Division's major responsibility is the enforcement of zoning codes and nuisance code violations. The Division is also available to speak with community and neighborhood groups to address issues such as dangerous buildings, signs, weeds, trash/debris, refuse, graffiti, and inoperable vehicles- residential and commercial code compliance.

The Code Enforcement staff inspects commercial properties for code compliance such as signs, landscaping requirements and proper maintenance to name a few. Also on staff is a code inspector, his responsibility is to enforce the Uniform Housing Code and he regularly inspects commercial properties for building code compliance.

Code Enforcement also is responsible for maintaining a registry of Vacant Foreclosed Properties. Information on the services, common code violations and to register complaints is all available on the [Code Enforcement Division website](#).

Text Amendment Overview

In Fiscal Year 2014-2015 the Department of Planning prepared 23 text amendments for consideration related to Planning through the Unified Development Code (UDC), special area plans and the Las Vegas 2020 Master Plan and seven text amendments for consideration related to Business Licensing. Combined, these text amendments resulted in 24 ordinances adopted by the City Council during the fiscal year.

The adopted Planning amendments are summarized as follows:

- ◆ Changes to the UDC included new land use regulations for farmers' markets, the allowance of animal keeping and crop production uses in commercial and industrial zoning districts, removal of the restriction on keeping of horses south of Cheyenne Avenue, updates to the *Multiple Species Habitat Conservation Plan* and electrical transmission line regulations for consistency valley wide and with State law, an update to the short-term residential rental use regulations, clarification of regulations regarding medical marijuana uses within the same building, and redefining nightclubs and adding Special Use Permit requirements for the Nightclub use

- ◆ The *Las Vegas 2020 Master Plan* was updated by adoption of a revised and consolidated *Public Facilities and Services Element*
- ◆ The *Downtown Centennial Plan* was amended by allowing medical marijuana dispensaries in 18b The Las Vegas Arts District
- ◆ Symphony Park was amended by updating streetscape schematic design standards
- ◆ The EC-TC (Employment Center Mixed Use) District and related uses were reintroduced in Town Center
- ◆ The *Lone Mountain Master Development Plan and Design Standards* was revised to make certain uses consistent with the UDC, including the addition of the Shopping Center use.

The adopted Business Licensing amendments concerned changes to a number of licensing categories and regulations as follows:

- ◆ Regulations were established for mobile car wash operations and for the prohibition of washing vehicles on public streets and rights-of-way
- ◆ Regulations were established for licensing short-term residential rentals, and Detention and Enforcement was authorized

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Planning Profiles



Planning Commission (left to right): Vice Chairman Trinity Schlottman, Sam Cherry, Gus W. Flangas, Vicki Quinn, Glenn Trowbridge, Chairman Todd Moody, Cedric Crear and Planning Director Thomas A. Perrigo.

Cedric Crear, Ward 5 Planning Commissioner

In June 2015, Cedric Crear was appointed to the Planning Commission by Ward 5 Councilman Ricki Barlow. Crear grew up in Ward 5 and lives in the very house he was raised in. Crear's father was the second African American practicing physician in Nevada. Crear graduated from Bishop Gorman High School. Crear attended Howard University, Washington D.C. on a tennis scholarship and earned a B.S. degree in microbiology with a minor in Chemistry. In 2006, Crear founded a full service advertising agency, the Crear Creative Group. Crear also owns and operates a billboard company, Crear Outdoor Advertising. Crear is an elected board member of the Regent for the Nevada System of Higher Education. Being new to the planning commission, Crear looks forward to learning about the planning issues in the community.

Sam Cherry, Planning Commissioner At Large

In June 2015, Sam Cherry was appointed to the Planning Commission

by Mayor Carolyn Goodman. Born in Arizona, Cherry's childhood was spent in Sri Lanka and later his family moved to Las Vegas when he was a young teen. Cherry attended Green Valley High School and at a young age, went into real estate buying and developing properties; he renovated homes, acquired multi-family apartments and eventually worked on high rise development projects. Cherry also is involved in a range of small businesses throughout Southern Nevada. Cherry is committed to downtown redevelopment and lives in the Arts District. He hopes to see more southern Nevada regional planning projects implemented like those done through the Southern Nevada Strong (SNS) program. Cherry has participated on the SNS Housing Board and currently serves on The Arts District 18b Board.

Glenn Trowbridge, Ward 2 Planning Commissioner

In June 2015, Glenn Trowbridge was appointed to the Planning Commission by Ward 2 Councilman Bob Beers. Trowbridge has extensive experience as Planning Commissioner having served

from 2005 through 2013. He earned a B.S. degree from San Diego State University and an MBA from National University. His career of 30 years government service includes tenure as the director of parks and recreation for Clark County. Trowbridge is a State of Nevada Assemblyman for District 37. He has served as a professional fight judge for over 25 for for the Nevada Athletic Association.

Thomas A. Perrigo, Planning Director



*Thomas A. Perrigo,
Director of Planning*

Thomas A. Perrigo's appointment as Director of Planning was ratified by City Council on June 17, 2015. Prior to this appointment, Perrigo served as the city's Sustainability Officer and Deputy Director of Administrative Services. Since the creation of the Office of Sustainability under Tom's leadership, the city has received numerous awards and recognition as a leader in municipal government sustainable programs. Perrigo joined the Planning Department in 1994 as a statistical analyst and was later appointed Deputy Director in 2006. Before working at the city, was employed by SAIC as an economist. He earned a bachelor's degree in Finance from University of Northern Colorado and Master's degree in Economics from UNLV. Perrigo and his wife Sylvia have three children. He is an avid cyclist and skier.



Downtown Las Vegas Master Plan continued from Page 1

and throughout downtown are also critical to on-going success.

Economically, key challenges involve attracting new drivers of economic growth, bending the economic drivers of economic growth, bending the economic trend line in Downtown's favor, and matching the vision of a more prosperous future with sound implementation strategies.

PLANNING PROCESS

The planning process for Downtown Las Vegas is organized according to three parallel work streams:

- 1) Master planning, with a focus on land use and community development;
- 2) Transportation, mobility, and infrastructure planning, emphasizing sustainability and community resilience; and

- 3) Economic development and strategic planning, including proposals to carry out the activities of a business improvement district.

With an overall estimated time frame of approximately 18 months, this project includes extensive community participation and culminates in reports documenting the results of each stage's work program. Preferred Master Plan Concept: Based on input received through the assessment of alternative concepts, the project team will propose a preferred master plan concept for the downtown. Plan elements will detail strategies and recommendations for land use and community character; housing, neighborhoods and community resources; transportation, infrastructure and environment; and economics and real estate.

PUBLIC PARTICIPATION

Public participation is considered essential to the success of the planning process and the resulting plan. Therefore, the project is expected to involve significant public engagement, consensus building and conflict resolution around key issues, encompassing a broad range of citizens and stakeholders, including residents, businesses, developers, property owners, and other interested parties. The planning process is structured to afford members of the community multiple opportunities to interact with the planning team through a variety of forums. Through regular interaction and on-going dialogue, the planning team has the opportunity to learn from all stakeholders, addressing both their concerns and aspirations for the Downtown, leading to a shared vision of success that lays the groundwork for successful implementation of the plan.

Text Amendment Overview continued from Page 6

to assist Business Licensing in the enforcement of short-term residential rental regulations

- ◆ Smoking lounge licensing regulations were established, and a privilege license category was established for such establishments
- ◆ Limousine services licensing regulations were amended to allow one complimentary bottle of sparkling wine or champagne to passengers
- ◆ A federal fingerprinting check was added pertaining to medical

marijuana establishments for the purposes of conducting suitability approval and work card investigations. Likewise, a similar fingerprinting requirement was added for smoke shop licenses

- ◆ Licensing regulations pertaining to nightclubs and service of alcohol in cinemas were updated.

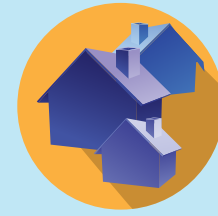
A 90-day moratorium on the entitlement of and issuance of licenses for package liquor and accessory package liquor establishments was also adopted to allow staff and the City Council to craft future regulations

that will reduce the negative effects caused by the saturation of these establishments in the city. Looking ahead to the upcoming fiscal year, amendments are contemplated that will further streamline land use regulations and entitlement processes in an effort to more efficiently serve the city's customers. The text amendment process will continue to address revisions and updates to the UDC, Business Licensing code, the city's master plan and various special area plans as the city works to further its purpose of building community to make life better for its citizens.

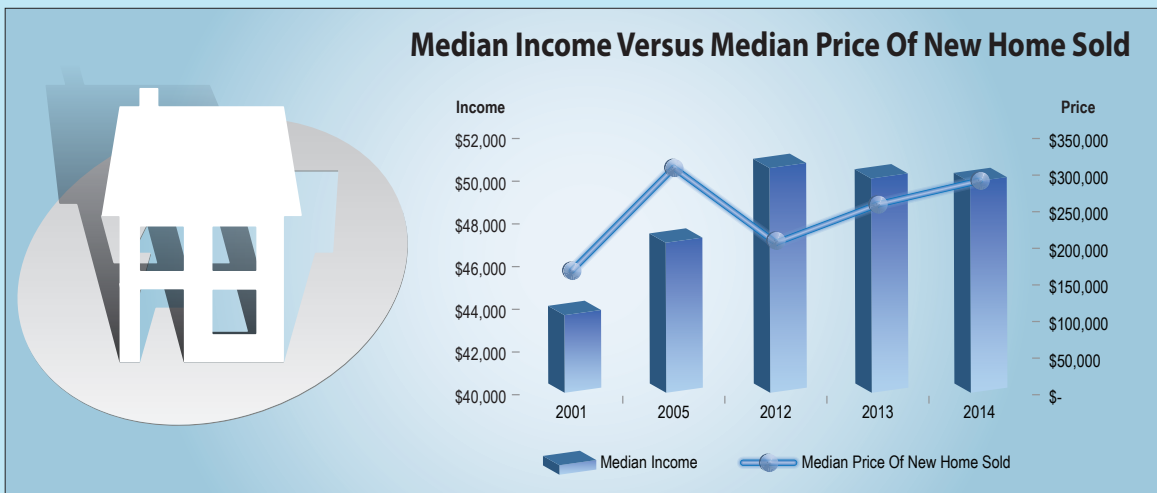
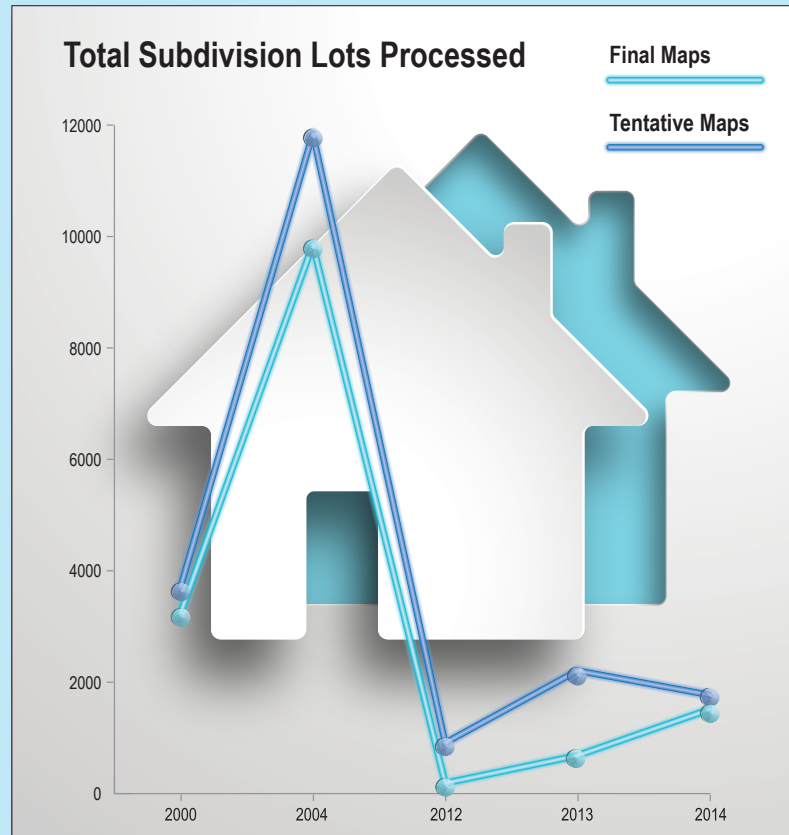


Snapshot of Planning

FY 2014-2015



Development Trends



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Business Growth

Snapshot of Planning

FY 2014-2015



Number of New Businesses – FY15

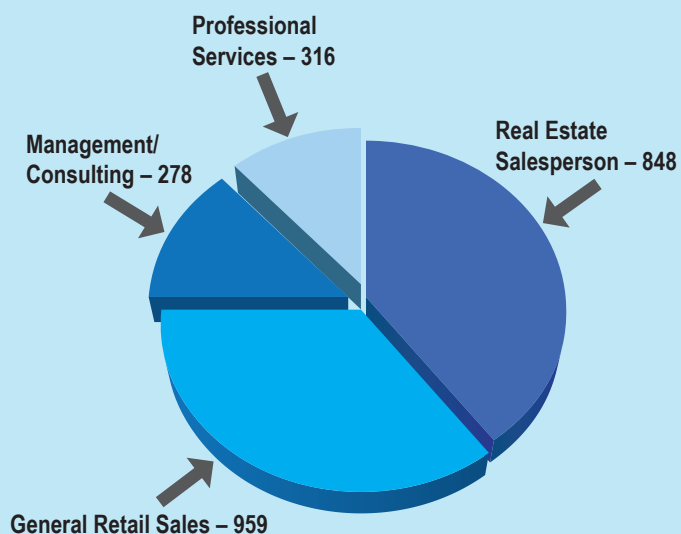
Citywide 6,394

Downtown * 762

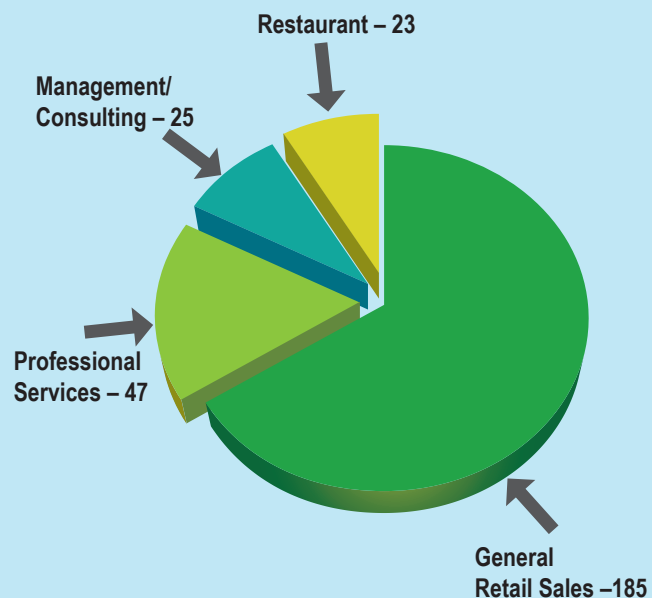
**Denotes Downtown Centennial Plan area*

Top Four New Types of Businesses

Citywide FY15



*Downtown FY15



**Denotes Downtown Centennial Plan area*

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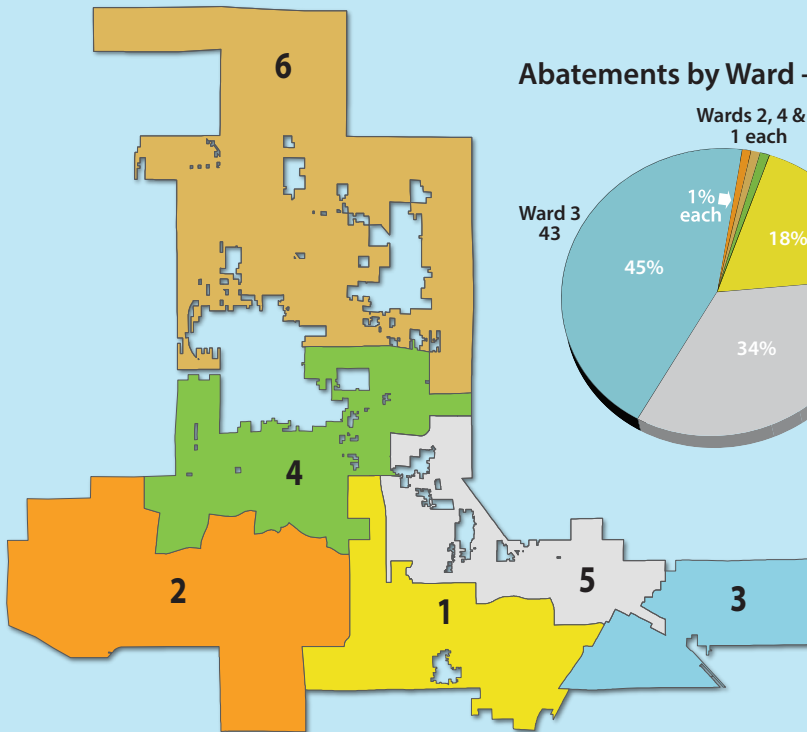
Snapshot of Planning

FY 2014-2015

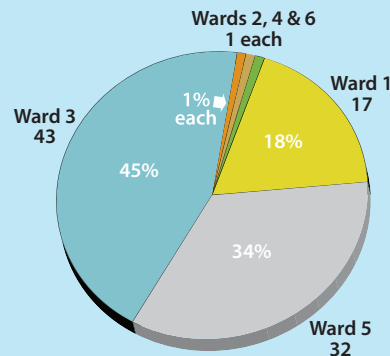


Code Enforcement Activity

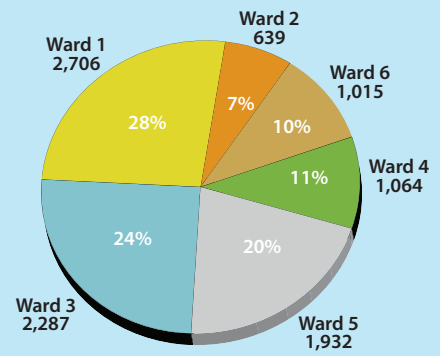
City of Las Vegas Ward Map



Abatelements by Ward - 95 total

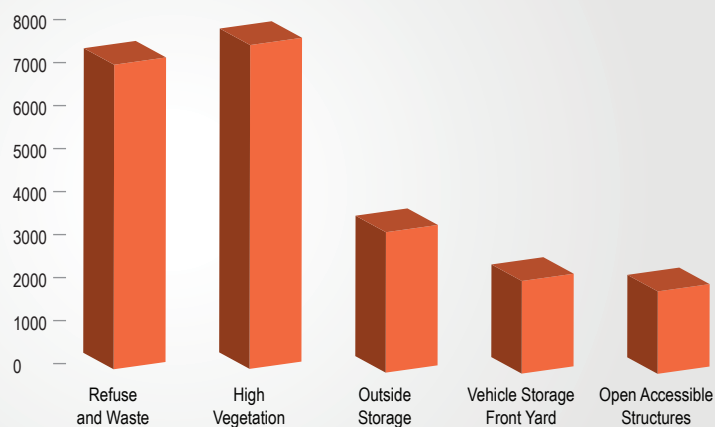


Cases by Ward - 9,643 total



Code Enforcement opens cases when they receive calls regarding nuisance issues and safety concerns.

Top Five Violations



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DWELLING UNITS BY TYPE

Year	SingleFamily	Multi-Plex	Mobile Home	Apartment	Townhome	Condo	Total
2014	147,808	7,161	2,565	55,254	11,481	19,596	243,865
2013	146,567	7,160	2,566	55,174	11,473	19,596	242,536
2012	145,220	7,166	2,568	53,767	11,367	21,062	241,150
2008	142,735	7,382	3,158	51,103	10,027	21,346	235,751
2004	127,980	7,386	3,315	50,755	8,021	17,833	215,290
2000	110,497	7,598	3,420	48,927	5,791	16,447	192,680

Snapshot of Planning FY 2014-2015

POPULATION AND DWELLING UNITS BY COUNCIL WARD

	2000		2004		2013		2014	
	Population	Dwelling Units	Population	Dwelling Units	Population	Dwelling Units	Population	Dwelling Units
Ward 1	77,394	32,385	79,629	33,051	100,723	40,614	102,277	40,614
Ward 2	84,328	34,802	94,270	40,061	100,215	43,745	102,741	44,026
Ward 3	78,849	30,303	81,842	26,958	97,832	36,647	99,316	36,655
Ward 4	82,122	32,320	92,432	40,378	102,218	42,986	104,082	43,116
Ward 5	76,244	31,765	83,440	31,264	98,654	37,978	100,273	38,003
Ward 6	83,937	31,105	103,656	43,578	107,121	40,566	110,729	41,451
Total	482,874	192,680	535,269	215,290	606,762	242,536	619,419	243,865

DEPARTMENT OF PLANNING RECAP

	3rd Qtr 2014	4th Qtr 2014	1st Qtr 2015	2nd Qtr 2015	Total FY 2014-2015
Phone Calls To Main Extension	1,504	1,233	1,476	1,280	5,493
Number Of Customers Served	2,626	2,260	2,681	2,798	10,365
Number Of Land Use Applications Processed	454	402	405	495	1,756
Number of Building Permits Processed	1,334	1,548	1,333	1,336	5,551
Number of Business License Applications Reviewed	926	1,171	1,421	1,431	4,949
Agenda Items					
City Council Cases	71	74	63	72	280
Planning Commission Cases	104	90	86	159	439
Customer Initiated Applications and Requests	6,844	6,614	7,316	7,340	28,114
GIS Map Requests	242	235	178	236	891
GPA's – City Initiated	1	4	1	0	6
GPA's – Customer Initiated	0	3	4	4	11





Planning Commission (left to right): Vice Chairman Trinity Schlottman, Sam Cherry, Gus W. Flangas, Vicki Quinn, Glenn Trowbridge, Chairman Todd Moody, Cedric Crear and Planning Director Thomas A. Perrigo.



Las Vegas City Council

Carolyn G. Goodman,
Mayor
Steven D. Ross, Ward 6,
Mayor Pro Tem
Lois Tarkanian, Ward 1,
Councilwoman
Ricki Y. Barlow, Ward 5,
Councilman
Stavros S. Anthony, Ward 4,
Councilman
Bob Coffin, Ward 3,
Councilman
Bob Beers, Ward 2,
Councilman

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City Manager
Orlando Sanchez,
Scott D. Adams
Deputy City Managers
Mark R. Vincent,
Chief Officer
Internal Services
Director of Community
Development
Jorge Cervantes

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Vice Chairman
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Commissioner
Gus W. Flangas,
Commissioner
Glen Trowbridge,
Commissioner
Cedric Crear,
Commissioner
Sam Cherry,
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City Council (left to right): Carolyn G. Goodman, mayor; Steven D. Ross, mayor pro tem; Lois Tarkanian, councilwoman; Ricki Y. Barlow, councilman; Stavros S. Anthony, councilman; Bob Coffin, councilman; and Bob Beers, councilman.



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